



Third-Party Event Guidelines

The Stephenson Cancer Center is grateful for your efforts to raise awareness and funds for cancer research and treatments through third party events. The funds raised through third-party events can provide valuable financial resources to research and patient care programs. Just as important, they help share the mission of the Stephenson Cancer Center in communities across the state

Submitting a record of your third party event to the Stephenson Cancer Center helps facilitate clear expectations and communications between both organizations. Approved events can be supported through items such as branding, faculty or staff representation, and promotional swag items. Additionally, approved events may be promoted on the Stephenson Cancer Center website calendar, employee calendar and newsletter, and social media.

We look forward to working with you!

1. Submission Process

- a. The event or project organizer must complete the proposal form and submit it to the Stephenson Cancer Center. Forms should be submitted at least eight weeks prior to the event/project start date.
- b. Once the proposal form is received by the Stephenson Cancer Center, it will be reviewed within 7-10 business days.
- c. If the event meets set guidelines, a representative of the Marketing department will reach out to the organizer regarding requested support (i.e. logo, speakers).
- d. The organizer must submit for approval a draft of any promotional materials for the events/projects. This ensures proper use of the Stephenson Cancer Center logo, speaker names and details, and/or other information.
- e. After the event, the event organizer should mail all donations to:

The OU Foundation
P.O. Box 258856
Oklahoma City, OK 73126

Checks made out to the OU Foundation need to be marked with a clear notation in the memo, or include a note stating: ***in support of XX at the Stephenson Cancer Center.***

- f. Organizers are asked to provide a brief post-event summary including:
 - Number of attendees
 - Total amount of funds raised less expenses
 - Link to event photos, if available

2. Limitations

- a. The Stephenson Cancer Center cannot monetarily sponsor third-party events or projects.
- b. The Stephenson Cancer Center cannot release its mailing list or send mailings on behalf of third-party organizers.
- c. The Stephenson Cancer Center cannot participate in ticket sales, solicit event sponsorships or in-kind donations, or sell merchandise on behalf of a third party organization.
- d. Third-party events should not result in any cost or expense to the Stephenson Cancer Center.

3. Faculty / Staff Representation and Patient / Survivor Requests

- a. If your organization is interested in having a representative from the Stephenson Cancer Center attend or speak at the event, we'll try to accommodate your request to our best ability. Please submit requests at least six weeks prior to the event with a brief explanation of role and responsibilities of the Stephenson Cancer Center representative (i.e. accepting a check, attend the event, offer remarks on a particular subject, etc.)
- b. If your organization is interested in having a patient or survivor attend or speak at the event, please submit requests at least six weeks in advance with a brief explanation of the role and responsibilities. We'll try to accommodate your request to the best of our ability.

4. Donations

- a. Third party events and organizations may make donations to the Stephenson Cancer Center in one of two ways. (1) The organization may contribute the donations as unrestricted funds for use as determined by the Stephenson Cancer

Center. (2) The organizer may contact the Development Office to request contributions be donated to a specific program or purpose.

- b. The organizer should submit the net proceeds to the OU Foundation within eight weeks of the event or project execution date for accurate reporting.

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5. Logo and Branding

- a. Approved third-party events may request the use of the Stephenson Cancer Center logo and name on the promotional materials for the event. The Stephenson Cancer Center logo is a licensed logo, and the Marketing team at the Stephenson Cancer Center must approve any external use of our logo by a third party. Please allow seven to ten business days for the Marketing team to review the proof.

NOTE: Reviewing proofs also allows the Marketing team to ensure any faculty or staff names and titles are properly described.